

CONTRACT

WNBC
30 Rockefeller Plaza
New York, NY 10112
(212) 664-4444

www.nbcnewyork.com

And:

MENTZER MEDIA
DO NOT MAIL
600 FAIRMOUNT AVENUE
SUITE 306
TOWSON, MD 21286

Contract / Revision 327046 / 4		Alt Order #
Product SENATE 2012		
Contract Dates 08/07/12 - 08/13/12		Estimate # ORDER#1118
Advertiser LINDA MCMAHON FOR SENATE		Original Date / Revision 07/30/12 / 08/11/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WNBC	Account Executive Aaron Zeligson	Sales Office Philadelphia NS
Special Handling		
Demographic RA35+		
		Total Ratings 49.00
IDB# 1021	Advertiser Code	Product Code
Agency Ref 42748		Advertiser Ref 20828

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	WNBC	08/07/12	08/12/12	OLY EARLY MORNING M-F	6A-10A		1:00				NM	2	\$8,000.00
	IP												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/06/12	08/12/12	-1--1--				2	\$4,000.00	4.00			
3	WNBC	08/07/12	08/12/12	OLY LT NEWS M-SU	11P-1230A		1:00				NM	1	\$20,900.00
	IP												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/06/12	08/12/12	----1--				1	\$20,900.00	5.00			
4	WNBC	08/07/12	08/13/12	6-630P M-SU NEWS @ 6P	6P-630P		1:00				NM	3	\$6,000.00
	IP												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/06/12	08/12/12	-1-1---				2	\$2,000.00	2.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	1-----				1	\$2,000.00	2.00			
5	WNBC	08/13/12	08/13/12	630P NBC NIGHTLY NEWS	630P-7P		1:00				NM	2	\$12,000.00
	IP												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	1-----				1	\$6,000.00	2.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	2	WNBC	08/07/12-08/12/12	630P NBC NIGHTLY NEWS	630P-7P	---W-----	1:00		\$6,000.00	2.00	NM		
	Ⓢ Bonus												
6	WNBC	08/07/12	08/12/12	OLY PRIME+CLSG M-SU	7P-12A		1:00				NM	2	\$192,000.00
	IP												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/06/12	08/12/12	--1--1-				2	\$96,000.00	13.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



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<u>Contract / Revision</u>	<u>Alt Order #</u>
327046 / 4	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/07/12 - 08/13/12	SENATE 2012	ORDER#1118

<u>Advertiser</u>	<u>Original Date / Revision</u>
LINDA MCMAHON FOR S	07/30/12 / 08/11/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	2	WNBC	08/06/12-08/12/12	OLY PRIME+CLSG M-SU	7P-12A	---W---Sa--	1:00		\$106,200.00	0.00	NM		
		See MG 6.3											
		PREEMPT											
	3	WNBC	08/06/12-08/12/12	OLY PRIME+CLSG M-SU	7P-12A	----Th-----	1:00		\$96,000.00	13.00	NM		
		Ⓜ MG for 6.2 08/08											
Totals										49.00		10	\$238,900.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/13/12	10	\$238,900.00	\$203,065.00
Totals	10	\$238,900.00	\$203,065.00

Signature: _____ **Date:** _____

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